

ABSTRACT

A system and method for delivering advertising messages to a person accessing a banner web site from a terminal having a display upon which the content of the web site is visually perceived. Initial signals are provided from a web site when the web site is accessed by the user to establish a banner area including banner information that is visually perceptible by the person and plural sub-areas of the banner area. When the cursor is moved to a position on one of the sub-areas the person is automatically provided with respective additional visually perceptible information associated with the sub-area. The additional visually perceptible information remains perceptible to the person as long as the cursor remains on the selected sub-area. The initial signals carry the instructions necessary for the terminal to establish the additional visually perceptible information.